



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

Pol/R Casey/D/US Senate (16759)  
Shorr & Associates (2909)  
D'ETTORRE, MICHAEL  
Telerep/Washington DC, Washington DC  
(1040)  
ph: (555) 555-5555

Invoice 640887  
Inv Date 10/28/2012  
Terms Net 30  
Contract 338882  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

AgM

Product Political - Federal Candidate (1067)  
Brand POL/R CASEY/D/SEN/PA (134170)  
Acct Types National/Political  
Est/Headline /06396615  
Demo  
Revision  
Comments BOB CASEY :30 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/29/2012 1:23:45PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:		<u>TODAY SHOW 7-8A/1</u>						
	Spot	7:00:00AM- 8:00:00	Day,F-1	10/26/12 7:25AM (Fr)	00:30	Today Show	BCTV1214H	\$850.00	
3.0	Contract Line Remarks:		<u>TODAY SHOW 8-9A/3</u>						
	Spot	8:00:00AM- 9:00:00	Day,F-1	10/26/12 8:29AM (Fr)	00:30	Today Show	BC-08-12H	\$800.00	
5.0	Contract Line Remarks:		<u>JUDGE JUDY 4-430P/5</u>						
	Spot	4:00:04PM-Judge Ju	Day,F-1	10/26/12 4:13PM (Fr)	00:30	JUDGE JUDY 4P	BCTV1214H	\$550.00	
7.0	Contract Line Remarks:		<u>JUDGE JUDY 430-5P/7</u>						
	Spot	4:29:19PM-Judge Ju	Day,F-1	10/26/12 4:55PM (Fr)	00:30	JUDGE JUDY 430P	BC-08-12H	\$725.00	
9.0	Contract Line Remarks:		<u>NEWS 5-530P/9</u>						
	Spot	5:00:00PM- 5:30:00	Day,F-1	10/26/12 5:28PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1214H	\$1100.00	
11.0	Contract Line Remarks:		<u>NEWS 5-530P/11</u>						
	Spot	5:58:34PM-Channel	Day,F-1	10/26/12 6:14PM (Fr)	00:30	Channel 11 News At 6pm M-F	BC-08-12H	\$1300.00	
13.0	Contract Line Remarks:		<u>NEWS 6-630P/13</u>						
	Spot	6:00:04PM-CHANNE	Day,Su-1	10/28/12 6:28PM (Su)	00:30	CHANNEL 11 NEWS	BC-11-12H	\$925.00	
14.0	Contract Line Remarks:		<u>JEOPARDY 7-730P/14</u>						
	Spot	6:59:29PM-Jeopardy	Day,F-1	10/26/12 7:25PM (Fr)	00:30	Jeopardy	BCTV1214H	\$2200.00	
16.0	Contract Line Remarks:		<u>WHEEL 730-8P/16</u>						
	Spot	7:30:04PM-WHEEL	Day,F-1	10/26/12 7:43PM (Fr)	00:30	Wheel Of Fortune	BC-08-12H	\$2200.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information  
shown on this invoice was taken from the official log.

Gross Total	\$10,650.00
Commission	(\$1,597.50)
Net Total	\$9,052.50

Total Spots 9